

WINE: THE VINITALY ROADSHOW CLOSES IN ASIA: JAPAN (21 FEBRUARY) & SOUTH KOREA (23 FEBRUARY) ARE THE FINAL STAGES IN COLLABORATION WITH ITALIAN EMBASSIES AND ICE-ITALIAN TRADE AGENCY

BRICOLO (PRESIDENT OF VERONAFIERE): PROMOTION IN STRATEGIC COUNTRIES TO ENSURE INTERNATIONAL GROWTH FOR ITALIAN WINE

Verona, 20 February 2023. The **Vinitaly Roadshow** sets off to the Far East. The tour created by Veronafiere in collaboration with local **Embassies** and the **ICE-Italian Trade Agency** closes in **Japan** (21 February) and **South Korea** (23 February) its promotional marathon over the course of single month, with 13 events in 9 countries (representing two-thirds of the value and volume of Italian wine exports in 2022) and 3 continents. The focus, starting tomorrow, on trade in two countries that in different ways are **strategic objectives for the international growth of Italian wine**. On the one hand, Japan is performing increasingly well as a wine market and last year overtook China in 6th place among the world's main wine importing countries; on the other, South Korea over the last two years (2019-2021) saw an increase in demand unmatched anywhere in the world, with a leap in Italian export volumes of +123%.

Dozens of importers, distributors and stakeholders are expected at the Riva degli Etruschi restaurant in **Tokyo (21 February)** and High Street Italia, the ICE Trade Agency Made in Italy showroom in **Seoul (23 February)**. Tokyo and Seoul will respectively welcome the **Italian Ambassador in Japan, Gianluigi Benedetti**, and the **Director of the ICE-Italian Trade Agency offices, Erica Di Giovancarolo**, followed by the **Italian Ambassador in South Korea, Federico Failla**, and the **Director of the ICE-Italian Trade Agency, Ferdinand Gueli**.

The President of Veronafiere, **Federico Bricolo**, who will attend both stages, said: *“Vinitaly has invested massively in an incoming campaign that will be very rewarding for Italian wine. A parallel path of growth - for the sector and its reference event - which we are implementing even further with the aim of attracting more international operators to the exhibition in Verona in the medium-term and equally supporting companies on markets increasingly characterized by strong competition.”*

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